



## **Minutes 2010 Census Complete Count Committee September 8, 2009**

Minutes of the 2010 Census Complete Count Committee held on September 8, 2009, at 3:00 p.m., Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

**Committee Members Present:**

Don Cassano – Co-Chair  
Ed Valenzuela – Co-Chair  
Neal Babcock  
Stephanie Salazar  
Tracy Koen  
Dave Crowell  
Kate Hanley  
Catherine Mayorga  
Beth Fiorenza  
Arthur Tate  
Edward Smith

**Staff Present:**

Amber Wakeman  
Nikki Ripley  
Shauna Warner  
Mike Crusa  
April Atwood  
Alex Smith  
Arlene Palisoc  
Lynn Flaaen-Hanna

**Guests Present:**

Al Macias – U.S. Census

**Meeting convened at 3:00 p.m.**

**Agenda Item #1 – (Welcome and Introductions)**

Co-Chairs Don Cassano and Ed Valenzuela welcomed the Committee to the first meeting of the City of Tempe 2010 Census Complete Count Committee. The committee members and staff introduced themselves to the group.

**Agenda Item #2 – (2010 Census Presentation)**

Al Macias with the U.S. Census provided information on the upcoming Census that will occur April 1, 2010 although the Census form will be mailed out to each household in March. Al also presented the committee with financial information on what each person means to the Census, which is roughly \$1200.00 per year. In 2000, 65% of Tempe residents answered their Census questionnaire. Al also presented the committee with an overview of the roles and responsibilities of a typical complete count committee. Other complete count committees will develop an outreach or action plan. The outreach plan could identify barriers and committee members could focus on different population groups within the community. For example, Al mentioned that students living on campus will count towards the City of Tempe's population so it is very important to make sure each student is aware of this and fills out a Census form. The national campaign for the Census will kick off January 1, 2010. Further, Al stated that the Census is working with Maricopa Association of Governments (MAG) and that communities are already utilizing funds from the Census micropurchasing agreements. The City of Tempe has already started to take advantage of applying for and receiving micropurchasing funds. Al stated that the City should be thinking of a response rate goal and noted that MAG recommends a 75% response rate goal. Finally, Al stated that the bottom line is that the U.S. Census will assist the committee as much as possible to ensure that every person is counted.

**Agenda Item #3 – (Draft Communication and Outreach Ideas)**

Nikki Ripley presented the draft Communication and Outreach plan to the committee. She asked for ideas and input on the outreach plan. Co-Chair Ed Valenzuela agreed that the committee members should provide their input to Amber so Nikki can finalize the outreach plan and present it to the committee at the next meeting.

**Agenda Item #4 – (City and Committee Expectations)**

As time was running short, Co-Chair Ed Valenzuela asked the committee to start to think about the area of population they would like to focus on. The roles and responsibilities of the committee members will be discussed at the next meeting.

**Next Meeting Date and Time**

The next meeting will take place September 22, 2009, at 4:00 p.m. at Tempe City Hall.

**Meeting adjourned at 4:05 p.m.**

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Amber Wakeman  
Government Relations Director